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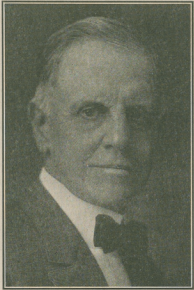
Jewell Nursery Service



1500 Acres

LAKE CITY, MINNESOTA

Established 1866

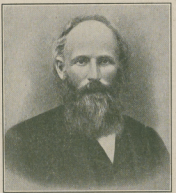


JOSEPH MERRITT UNDERWOOD
Founder and builder of the Jewell Nursery.

A FIFTY-FIVE YEAR OLD NURSERY

The Jewell Nursery was founded at Lake City in 1868 by Joseph Merritt Underwood and Phineas A. Jewell. The former was an active young farmer from Illinois; the latter an army surgeon in the civil war seeking the employment of an outdoor life. Together they joined the stream of immigration coming to the new state of Minnesota. They bought ten acres of land on the shore of beautiful Lake Pepin, the old home ten which now lies in the center of the big 1500 acre nursery, which gradually grew around it. Jewell died in the 'seventies and Underwood continued the business, naming it in honor of his partner who was recognized as one of the foremost horticulturists of the country.

Building steadily through fifty-four years Underwood added acreage and output, becoming himself one of the leading horticulturists of his day, being honored as president of the Minnesota Horticultural Society, and of the great Minnesota State Fair. In 1922 he went out on the Great Adventure, leaving the direction of the business to his son, Roy Durfee Underwood, who has been continuously associated with him in its management for the past thirty years, and who is surrounded by the splendid organization of men and women who have so largely contributed to its success.



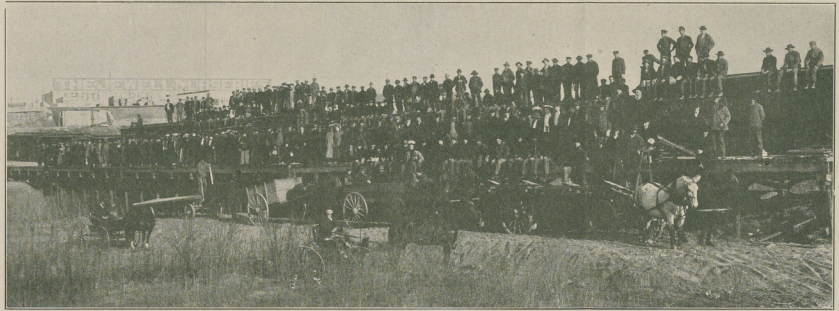
DR. PHINEAS A. JEWELL, Horticulturist
For whom the nursery was named.



R. D. UNDERWOOD,
President of the Jewell Nursery Company.

MEET THE MEN BEHIND THE GUNS

The Jewell Nursery Company boasts one of the oldest and finest organized propagation departments in the country. The genius of J. M. Underwood in surrounding himself with intelligent and loyal lieutenants, today lives in the organization which is carrying on his work. The nine foremen, who preside over



READY FOR THE DAY. JEWELL EMPLOYEES AT THE NURSERY LOADING PLATFORM
Our platform has a capacity of 15 cars per day. This picture shows the digging, assembling and packing crew lined up on the platform and on top of a string of empty cars which has just been backed in.

ALSO THE JEWELL DEALERS

One of the most important elements in the fifty-five year success of the Jewell Nursery Company has been in the splendid corps of dealers who have represented it among the thousands of customers who buy its products. The management prides itself in them.

Courses of Instruction are held at the nursery, and competent field men frequently visit the local dealers also, thus carrying to them and impressing upon them all of the latest developments of the horticultural times.

COMMENDABLE GRAFT

To the hundreds of visitors who come to the Jewell Nursery each year, two of the most interesting processes of the work done are the operations known as grafting and budding. Great skill is required in this work. All fruit trees must be grown by grafting or budding. All the cultivated varieties of roses have to be grown in this manner. Likewise some of the shade and orna-

PRACTICING AND PREACHING

When Dr. Jewell and J. M. Underwood started the Jewell Nursery in 1868, they at the same time started Orchard Practice. The best varieties were planted and a progressive effort has ever since been maintained to prove out the new varieties as they have been offered. Today the Jewell Nursery Company has the largest trial apple orchard, (over 2,000 trees) and the largest trial plum orchard, (over 1,000 trees) and all bearing, of any commercial nursery in the North.

are grown in Europe. From a small beginning in 1890 the Jewell Greenhouse Department has grown to be one of the largest in the country; and upwards of a million plants are here started every year, which are grown on to maturity in the nursery.

whereby positive control of the moisture is obtained. In these seed beds are propagated all those evergreens, deciduous trees and ornamental shrubs which have to be started in out-of-door conditions.

RUN TO COVER

Hauling the freshly dug stock from the nursery row to the cellar or packing house is one of the big jobs in digging time. For this work canvas covered wagons are used, and there is a steady procession of them constantly plying between the fields and the yards. "Light loads and quick trips" is the rule. This is the beginning of a program requiring

HERE IT RAINS EVERY DAY

The seed bed branch of the nursery is always one of the most interesting to our visitors. Five acres are devoted to this feature of the work, all fitted with the "Skin-ner System" of overhead irrigation,



AN OCEAN OF BLOSSOMS
The Peony department is always attractive in the Jewell Nursery. These are the plants which are sent to our thousands of peony customers.



MILLIONS OF BABY TREES HERE
These long, straight rows are in a hundred acre plantation of windbreak trees. In about four years these trees will be planted on the great prairies of the North-central states.

A LITTLE JOURNEY THROUGH NURS- ERYLAND

Thousands of tourists have visited the Jewell Nursery, and the great Mississippi Scenic Highway is increasing the number each year. We hope you will come sometime; and if you have been here before, that you will honor us again. Photographs are not the "real thing"—of course—but they at least give glimpses. And the scenes herein presented have been selected to carry you on a little trip over the Jewell plantations.

the various divisions of the propagation department, are capable and experienced men who have been with the Jewell Nursery Company, all of them from ten to twenty-five years, and a few even a longer period.

mental trees and certain evergreens are grown by either grafting or budding. The reason is, that horticulturally speaking, a variety of fruit once determined must be reproduced from the same wood from generation to generation.

FIFTY THOUSAND FEET OF GLASS

In the early days of the nursery business a large part of the ornamental stock which was sold all through the United States was produced by cheap labor in Europe, and the tiny stock brought to the American nurseries for "growing on." The undesirability of this practice was determined by the Jewell Nursery more than thirty years ago, when we began to grow our own ornamentals in initial stages on the same or similar plans as they



ALL SET AND READY TO SHOOT
Here is a field of crown grafts in the Jewell Nursery; each little tree standing in line in its waxen jacket. Three months from now there will be three feet of growth emerging from the terminal bud.



A PANORAMA IN FRUIT
A two hundred acre field in the Jewell Nursery all planted to fruit trees.



"THE ARTILLERY ADVANCES"

Jewell work teams leaving the stables for various fields. The stables are conveniently located in the center of the nursery, and most of the teams come in for the dinner hour.

the utmost care and caution employed in the Jewell Nursery for the benefit of the living products it handles.

BRINGING THE ENDS TOGETHER

An important factor in the nursery business is naturally the gathering together of the vast number of varieties of trees and plants at the shipping season, and the careful filling of orders received for them.

crete construction, built to be cool, shady, and yet well lighted enough for work. Every one of the millions of trees and plants which go through it is a delicate, living organism and is treated as such.

During the shipping season, while one crew is collecting the orders and tying up the stock preparatory to its being sent to the packing house, the stock man with another crew devotes his time to keeping the stalls replenished. By means of telephone connection with the cellars and with various fields in the nursery, there is a constant stream



A DELICATE JOB IS THIS

Any boy can whittle a stick, but when it comes to pruning the young fruit trees in the nursery, knowledge of the tree's habits, experience, and a very sharp knife are needed.

proof paper and substantial lumber are annually consumed in the process. Promptly after collecting the trees from the cool, moist, mossy bed of the billing house stall, the trees and plants are carefully tied together in medium size bundles, the roots are dipped in thick mud, and immediately wrapped with heavy burlap in a saturated mixture of sphagnum moss and shingle shavings.

"THE ROOT OF THE MATTER"

What threshing time is to the ordinary farm, digging time becomes in the nursery. From ten to twenty horses are required to pull the tree digger against the weight of earth and the cutting of the roots. One reason why Jewell trees have such a uniformly large and fine root system, as delivered to the purchaser, is because these large tree diggers are used. The digger is merely a large knife which cuts the roots loose, and while doing this there is an attachment at the very bottom of the blade which lifts the whole pass of earth a couple of inches, letting it fall suddenly as the digger passes on. The object of this is to loosen the earth so that the men who come along after can remove the tree without injury.

of freshly dug stock brought in to replenish the stalls as fast as the stock is taken out by the collectors.

"KEEP THEIR FEET WET"

That is the order of the day at the Jewell Nursery in shipping time. Many carloads of sphagnum moss, shingle shavings, burlap, water-



"FOUNDATION STOCK"

All Jewell fruit trees are grafted on hardy seedling roots. Here is a field of wild plum seedlings upon which will be grafted the commercial varieties.



A STICKY PROPOSITION

Close-up of the last act in making a crown graft. This mess is a mixture of bees wax, tallow and rosin; and the boy must keep his hands well greased with tallow while he is working it.

When it is considered that the thousands of orders for nursery stock have to be collected, packed and shipped in a very short time in the spring and fall, the necessity for organization and careful work becomes apparent. THE BILLING HOUSE covers an acre, is of con-



WAITING FOR THE TWENTY-HORSE DIGGER

Mature fruit trees in the Jewell Nursery. The powerful digger and lifter will soon carefully raise these trees from the earth, preparatory to shipping.



DIVISION OF GARDEN FRUITS—JEWELL NURSERY

Raspberries and Grapes are the feature of this picture, with a glimpse of the boarding house and stable in the distance. The Latham Raspberry, Alpha Grape and other new varieties of garden fruits have revolutionized this department of the nursery business.

JEWELL RAILWAY SERVICE

Being on the main line of the C. M. & St. P. Railway, with two private spurs and loading platform accommodating fifteen to eighteen cars, with a secondary spur and loading house for car-lot shipments, we are enabled to give the highest kind of service in this direction.

All deliveries are gathered together in accordance with natural and regional shipping arrangements, being loaded in consolidated cars for redistribution at strategic shipping points.



TWENTY HORSES PULL THIS
The Tree digger which reaches deep and gets all the roots.

ROTATION AND SOIL SURVEY

The soil of the Jewell Nursery has all the needed variety to qualify it for the various classes of stock which are produced, varying from light sand to heavy loam. Most of it is dominant in its sandy texture, which is one reason for the invariably fine fibrous root system produced on Jewell trees.

THE NURSERY CAMP

In the center of the nursery is the boarding house. Here live the hundred outdoor men who come each season to augment the regular nursery force during the great rush of extra work in spring, summer and autumn. An experienced camp cook from the north woods, with three assistants, is always on duty; and three square meals a day is the invariable rule.



LOADING CREW AT JEWELL NURSERY SPUR. The boxes slide down the hill from the packing house in a gravity chute to the scales where they are weighed and immediately loaded. This platform is on our private spur with a capacity of twelve cars per day. Shipments are loaded in cars for regional distribution, this insuring quick delivery.

STARTING ON THEIR JOURNEY

READY FOR THE JOURNEY

As soon as orders are filled in the billing house they are promptly taken to the packing house where a secondary check is given. As all work in the billing house is mapped out on a carefully constructed program, the cars are always waiting at the foot of the hill at the loading platform, and immediately on the boxes being nailed up, they are sent down through the gravity chute and land on the base end of the platform, where they are weighed and promptly put into the proper cars. All the way through it will be seen that every effort is made to reduce exposure to the wind and sun to a minimum. Nevertheless, so carefully are the bales put together, and so well are the boxes packed that we annually hear of cases where at small stations boxes have been exposed on the platform for weeks, and the stock has come out in perfect condition. We have to pack to meet such emergencies, although it is very seldom they occur.



ALL BELOW GROUND

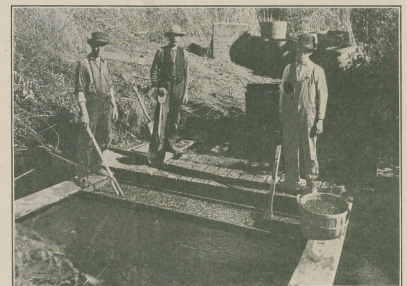
During the winter months particularly, a never ending source of interest to visitors are the cellars in which a great many of the varieties of stock are stored during the winter. The Jewell cellars are real cellars, not storage houses on top of the ground.

There are two of these cellars; one covering a half acre, the other one quarter acre, known as cellar "A" and cellar "B". In cellar "B" are assembled all of the larger stock such as shade trees, fruit trees, and the larger specimen shrubs; while small fruits and the smaller ornamentals are kept in cellar "A".

SOIL MANAGEMENT THE MOST ANCIENT ART

The Jewell Nursery has a special railway spur on its grounds where fertilizer is unloaded in car-lots from the South St. Paul stockyards. All through the year teams are busy hauling the fertilizer on various fields. Much commercial fertilizer is also used, as the different crops exhaust different elements of the soil, and each field must be carefully studied and treated in accordance with the actual need.

A complete blacksmith shop is the very necessary accompaniment of a large nursery like the Jewell. With the constant necessity of shoeing the work horses, there goes a vast amount of sharpening and repair of nursery tools; especially the digger blades and the great array of cultivators and implements required in the nursery work. The



IN RUNNING WATER
The creek is used to wash the pulp from the seed.



PURELY A QUESTION OF GRAFT

This man is an expert at it. He has been making grafts at the Jewell Nursery for the past twenty years. In his lap are the hardy crab roots; in front of him are little sticks of scion wood, while on the bench in the middle of the picture are the finished grafts. He is in the act of making the first cut at the crown of the seedling.



A QUARTER SECTION OF TREES (Airplane view)
Looking across the creek over a million apple and plum trees. Looks like a grain field but the trees are five to six feet high.



BIG ONES TO HANDLE
Packed in this manner it is possible to load large shade trees in a standard freight car. This style of package takes a double freight rate, which is the chief reason for the high cost of shade trees in the larger sizes.



THE FAMOUS JEWELL BLUFF ORCHARD
All new varieties are here carefully tried before they are offered the planter. The men in the picture are top-grafting a new apple.



TROOPS ON THE NURSERY LAWN
Near to the Nursery is located Camp Lakeview, the training camp of the Minnesota State Militia.



IN EARLY APRIL
Far from the noise of the packing house and loading platform these men are engaged in the process of crown grafting. The men work in pairs; one puts in the graft, and the other wraps it with soft wax, which is kept warm in a charcoal stove.

roar of the forge and the clang of the blacksmith's hammer bring to a modern organization the merry accompaniment of an old art.

FAITHFUL DOBBIN STILL SUPREME

The nursery is in a large sense a specialized farm, and a considerable part of the work must necessarily be done by the good, faithful, old horse. The Jewell Nursery has two large stables and a fine string of work horses, and most intelligent drivers, many of whom have been in the Jewell service twenty years and more.

Two tractors are also in constant use in the preparation of the soil where they can be used to advantage.



ACRES OF ROSES
Introduction of the Hybrid Rugosa roses has given enormous impetus to rose culture in the North. These men are engaged in the process of budding the new varieties on hardy manetti (French seedling) roots. The buds are set in August, lie dormant over winter, and in the following summer produce a strong blossoming bush.



FACING THE MUSIC
Jewell Nursery windbreak stock is shown here going up against the rigors of a Minnesota winter. With the disappearing native pine forests more evergreens are being each year planted. Here are Scotch and Ponderosa pine which with Black Hills Spruce are the most largely planted.



CORNER OF THE GREENHOUSE PROPAGATION DEPARTMENT
Ten acres of glass covered benches and overhead irrigated seed beds produce annually hundreds of thousands of young fruit and ornamental plants which cannot be grown by budding or grafting.

"INSURED TREES"

One of the elements which has largely contributed to the great success of the Jewell Nursery, through the fifty-five years of its progressive growth, has been its method of distribution service.

The essential factor in this has been the dependable dealer who lives in the district, and who not only takes the orders of the Jewell customers in his district, but calls on these customers year after year and attends to replacements, future deliveries, and all other elements which enter into their horticultural problems.

Jewell products have always been sold on the "delivered and guaranteed basis" that is to say, the price

quoted is for stock delivered freight paid at the purchaser's railway station, and a guarantee is given that the stock will be placed in his hands in perfect condition; and a further guarantee to replace any stock which may fail to grow from any cause whatsoever, on a half price basis. Jewell stock is therefore in a very real sense insured stock. From the very fact that it is bought and sold on this basis, the value and necessity of the local dealer becomes apparent. This is the reason why the Jewell Nursery Company has so many thousands of customers between the Great Lakes and the Rocky Mountains who have been steady buyers of its products for more than a quarter of a century.

No attempt is made by the Jewell Nursery to compete with the low prices of department stores and the so-called mail order nurseries, who do not sell with any guarantee nor deliver their products. As a matter of fact, when the quality of the stock and the service rendered is brought into consideration, it is found that the prices of stock purchased under the Jewell system is not only reasonable, but in the end is usually cheaper than where the purchase is made without this service being given.

"WHEN SPRING UNFOLDS"

One of the big jobs, next to that of digging, is the setting out of the millions of grafts, roots, layerings and divisions which are mostly put out in the spring of the year, although many of them are set during the summer and autumn. While there are many good labor-saving devices now employed, the human hand is a very necessary and positive factor, requiring many of them to properly set the little trees that are to come on for future trade.

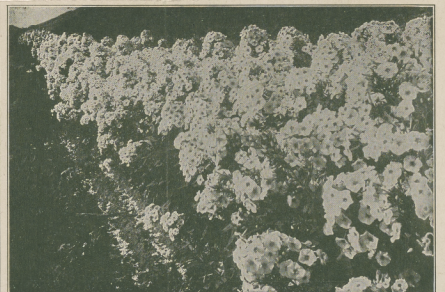
THE NEW VARIETIES

Within the past half of our fifty-five years—especially the last fifteen—the bringing forth of better varieties for northern culture has greatly encouraged planting of all kinds. Many nurserymen have helped in this. The great Minnesota Fruit Breeding Farm was founded by the group of pioneer horticulturists of which J. M. Under-

wood was a leading member. And the Jewell Nursery has taken an active part in the growing and spreading of the improved varieties which have been found worthy. Among these may be mentioned:

- Okabena Apple.
- Jewell's Winter Apple.
- Jewell Plum.
- Underwood Plum (M.F.B.F.)
- Hansen's Cherry-Plums (Sapa and Opata).
- Waneta Plum (Hansen).
- Zumbra Cherry (M.F.B.F.).
- Perfection Currant.
- Carrie Gooseberry.
- Latham Raspberry (M.F.B.F.).
- Progressive Strawberry.
- Redpath Raspberry.
- Success Juneberry.
- Easpicker Strawberry (M.F.B.F.).
- The French Lilacs.
- The Hybrid Rugosa Roses.
- "Newport"—(Red leaf plum—M.F.B.F.).
- Black Hills Spruce.
- Alpha Grape.

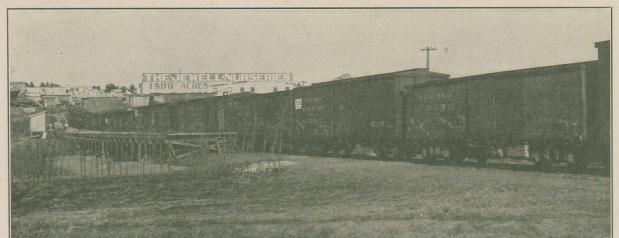
And many others—all of which have made possible better orchards, gardens, hedges, windbreaks, lawn and street planting.



REFLECTING BRILLIANT SUMMER SKIES
In the hardy flowering plant department. These hardy perennials offer every shade of color and a season of bloom extending from early spring to the verge of winter.



THE END OF A PERFECT TREE
Many beautiful basswood trees have doubtless gone into this lumber. Scene in the Jewell lumber and box yard; taken late in March just before the spring packing.



BACKING IN THE EMPTIES
Each morning the long Jewell loading platform is supplied with a new string of empties, and at noon and night the loaded cars are started on their way.



THE WHOLE BLOOMING PLACE—
This picture shows how Jewell stock is raised to produce results. These flowering shrubs will be dug for shipment at the end of the growing season.

EXPRESS AND PARCEL POST SERVICE

Being but two hours from those great railroad centers, St. Paul and Minneapolis, Jewell express service is exceptionally speedy. Every transportation line in the Northwest has transfer terminals, in the Twin Cities, and we are thus able to lay down our express shipments at all points between the Great Lakes and the Rockies in quick time. The same quick service by parcels post on Strawberry plant shipments is in the same way secured.



BUDDING THE FUTURE ROSE BUSH
Close-up of the operation. Under the bark of this wild, French rose seedling is set the tiny bud of the variety desired.

SOME NURSERY FACTS AND FIGURES

A 1500 acre nursery is in the running like a farm of much larger dimensions. This is because of the great variety of produce tying up many blocks of land from three to ten years with a wide range of special work involved. Here are some of the items of equipment found necessary at the Jewell Nursery.

Fifty line telephone system.
Fifty work horses.
Two tractors.
Complete department of landscape design.
Photograph and printing shop.
80 acre experimental ground.
In materials it uses annually: (only the bulkier materials named).
1,000 Tons of coal.
100,000 Feet of Lumber.
100 Carloads of fertilizer.
15 Carloads wood shavings.
4 Carloads sphagnum moss.
3 Carloads Baling material.



LINED UP BEFORE SUPPER
One of the Jewell Nursery's two stables of work horses. Much nursery work must be done by horses, although two tractors are in constant operation.

Reduced to Figures

The best indication of volume of produce in the nursery business is in the field count of the stock itself. This is even more true today than it was twenty-five years ago when land was cheaper, and was therefore not cultivated so intensively. Following are the average inventory figures on the Jewell Nursery at the close of the growing season. Each year there is of course some fluctuation, and at the present time the constantly increasing demand leads to progressive increase each season in the planting list.

(Trees and plants in nursery rows; small seedlings not included).

310,000 Apple (grafted).
350,000 Plum and Cherry (grafted).
55,000 Currant.
70,000 Gooseberry.
32,000 Black Cap Raspberry.
147,000 Red Raspberry.
41,000 Blackberry and Dewberry.
115,000 Asparagus.
28,000 Rhubarb.
1,507,000 Strawberry.
190,000 Grape.
1,870,000 Deciduous Windbreak Stock.
35,000 Arbor Vitae.
140,000 Black Hills Spruce.
43,000 Ornamental Evergreens.
75,000 Elm (Street Trees).
38,000 Ash (Street Trees).
60,000 Other Street and Lawn Trees (Deciduous).
510,000 Buckthorn, Caragana and Olive Hedging.
60,000 Barbary Hedging.
91,000 Ornamental Flowering Shrubs.
30,000 Clematis (large flowered varieties).
17,000 Climbing Vines (Ornamental).
24,000 Hardy Roses (budded, grafted and "own root").
22,000 Peonies.
25,000 Phlox.
31,000 Hardy Perennial Flowering Plants (field).



A MID-WINTER SCENE
During the cold winter days, here in the cellar the grafts are made for spring planting. In the foreground are the waxers with strips of waxed paper warming, with which the little grafts are wound.

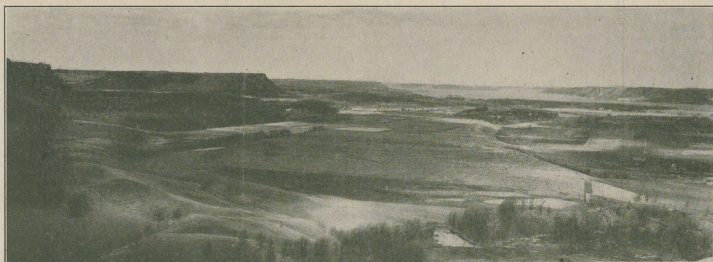
LANDSCAPE DESIGN —GROUND PLANNING

An important job at the nursery is in the office of the Landscape Architect. Here the planning prob-

lems of the Local Dealers, who take the measurements and forward them with full data to the nursery. Here, with thousands of records of such work in all parts of the North as a guide, we are able to render dependable planting plans of any dimension on such a practical and



GETTING CLOSE TO NATURE
All summer long these boys go through the nursery to finish what the cultivators cannot do. Intensive cultivation is one thing that makes Jewell quality.



AIRPLANE VIEW OF THE JEWELL NURSERY
Nearly all of the great 1500 acre nursery is shown here. A part extends back into the valley at the left. In the upper right is a glimpse of Lake Pepin flanked by the Wisconsin bluffs. The three broad plateaus are plainly visible. Practically all of the area shown is covered with growing nursery stock.

Two railroad spurs.
Fifty thousand feet of glass houses
Five acres overhead irrigation.
Twelve-car loading platform.
Two-car loading house.
Two acres of covered work floor.
One acre concrete cellar.
Three story office building.
Ten employees houses.
A complete boarding house:
housing 150 extra men.
Complete blacksmith shop.

1 Carload paper (lining,
waxing, etc.)
1 Carload earthen pots.
60,000 Yards of burlap.
2 Tons of cordage.
1 Car of fruit boxes.
10,000 Bushels of Oats.
5,000 Bushels of Corn.
200 Tons of hay.
15,000 Gallons of gasoline.
5,000 Gallons of kerosene.
500 Pairs of horseshoes.

VISITORS ALWAYS WELCOME

With the rapid development of the state roads, visitors to the nursery are increasing each season. We extend a cordial invitation to all who drive through our plantation to stop at the office and give us an

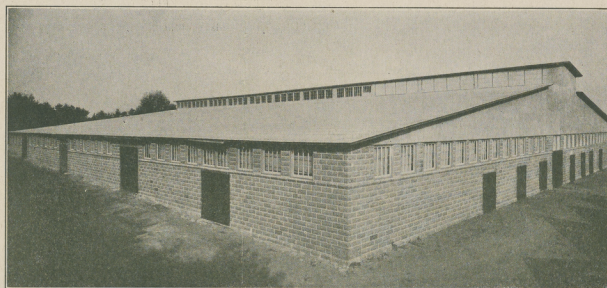


opportunity of showing them the place. There are positively no obligations involved. We are glad to see you, to show you around, to answer your horticultural questions, and in every way possible to give you an interesting time, which we feel we can safely promise you.

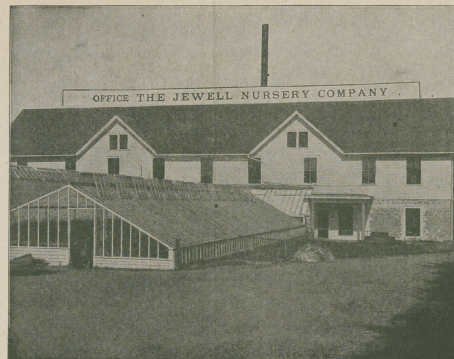
lems of the planter are worked out. (Arrangement of shrubbery groups, flowering borders, hedges, screens, windbreaks, shade and ornamental tree placings, street planting, garden and orchard planning, woodlot setting, rose beds, farm arrangement, etc.) This service is given through

economical basis that we find it possible to furnish it without extra cost to the purchaser.

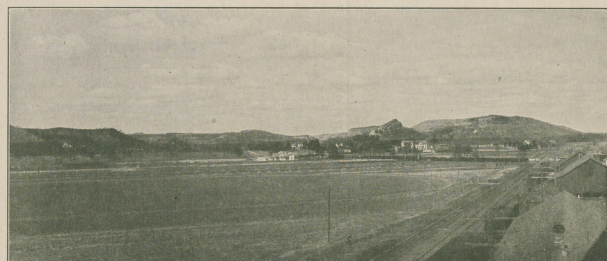
LOCAL DEALERS WANTED
For particulars address
THE JEWELL NURSERY COMPANY
Contract Office
LAKE CITY, MINNESOTA



ONE ACRE UNDER THIS ROOF
The Jewell Billing House covers exactly an acre. It is used as a point of assembly during the shipping season. Here every variety and every size of stock has its stall. The stock man with his crew gathers the trees from the four corners of the nursery, while another outfit (the collectors) fill the orders. Each order is carefully wrapped before it leaves, then wheeled across to the packing house, thence finding its way by gravity to the loading platform elsewhere pictured in this folio.



JEWELL NURSERY HEADQUARTERS
Glimpse of the general offices. In the center of the nursery, connected with the packing houses, loading platform, billing house and fields.



"BIRDSYE" OF THE FIRST BENCH
View of the Jewell Nursery from the C. M. & St. P. tracks looking westward. The buildings are all on the nursery; the large one at the right center being the office, which shuts off view of the billing house and cellar. Sugar Loaf Bluff appears just above the office.

IF YOU ARE IN DOUBT

AS TO WHAT VARIETIES YOU SHOULD SELECT, WE OFFER YOU CONTACT WITH OUR GROUND PLANNING DEPARTMENT, WITHOUT COST OR OBLIGATION.

IN WRITING FOR THIS ADVICE PLEASE INFORM US ON THE FOLLOWING POINTS:

1. IS YOUR SOIL (A) SANDY, (B) HEAVY (CLAY) OR (C) AVERAGE BLACK LOAM?
2. LOCATION: (A) SUNNY (B) PARTIAL SHADE (C) VERY SHADY?
3. FRUIT TREES: (A) FOR HOME USE (B) FOR MARKET (C) FOR BOTH. IF APPLES: (A) WINTER KEEPERS (B) FALL USE (C) SUMMER APPLES. IF PLUMS: (A) FOR FRESH FRUIT OR CANNING?
4. GARDEN FRUITS: WANTED FOR (A) HOME USE (B) MARKET (C) FRESH FRUIT (D) CANNING (E) BOTH FRESH AND CANNED?
IF STRAWBERRIES: (A) JUNE BEARING (B) FALL OR EVERBEARING?
IF GRAPES: FOR (A) TABLE USE (B) CANNING (C) GRAPE JUICE?
5. ORNAMENTAL SHRUBS: (A) APPROXIMATE HEIGHT DESIRED AT MATURITY? (B) FOR WHAT PARTICULAR PURPOSE DESIRED? (C) SHADE OR SUN?
6. ORNAMENTAL EVERGREENS: (A) WHERE DO YOU WANT TO PLACE THEM? (B) HOW MUCH GROUND SPACE DO YOU WANT THEM TO COVER? (C) HOW HIGH AT MATURITY DO YOU WANT THEM?
7. ORNAMENTAL DECIDUOUS TREES: (A) WHERE DO YOU WANT TO PLACE THEM? (B) HOW MUCH GROUND SPACE DO YOU WANT THEM TO COVER? (C) HOW HIGH AT MATURITY DO YOU WANT THEM?
8. HEDGING: (A) WHERE LOCATED (B) HOW HIGH DO YOU WANT IT TO GROW? (C) DO YOU WANT CLOSE-CLIPPED OR OPEN GROWTH?
9. ROSES: (A) DO YOU WANT HARDY BUSH ROSES FOR LAWN DECORATION? OR (B) ROSES FOR CUT FLOWERS? (C) WHERE LOCATED?
10. HARDY FLOWERING PLANTS. (PHLOX, PEONIES, ETC.): (A) WHERE LOCATED (B) WHAT COLORS FLOWERS DESIRED?

GROUND PLANNING. IF YOU WILL SUPPLY US WITH A PENCIL SKETCH OF YOUR GROUNDS, WE WILL MAKE UP A SUGGESTED PLANTING PLAN FOR YOU IN OUR GROUND PLANNING DEPARTMENT. THIS WILL GIVE YOU A VISUALIZED PLAN TO WORK ON, AND GIVE YOU ALSO A KNOWLEDGE OF THE COST. THERE IS NO CHARGE FOR THIS SERVICE AND YOU ARE UNDER NO OBLIGATIONS TO BUY.

ORCHARD AND GARDEN, HEDGE AND WINDBREAK SERVICE. THIS GROUND PLANNING SERVICE APPLIES TO ORCHARD AND GARDEN, HEDGES, WINDBREAKS AND ALL MANNER OF PLANTING.

THE ENCLOSED SKETCH CARD WILL PROVE USEFUL IN SETTING DOWN THE MEASUREMENTS. IF IT IS NOT LARGE ENOUGH WE WILL SEND YOU A SHEET OF LANDSCAPE DRAFTING PAPER.

THE JEWELL NURSERY COMPANY
Ground Planning Department
Lake City, Minnesota

JEWELL NURSERY DISTRICT DEALERS' CONFERENCE



This photograph was recently taken in front of the Jewell Nursery Company's office showing a group of District Dealers gathered for one of their frequent conferences. These men represent Jewell Nursery Service in all of the North-central states from the Great Lakes to the Rocky Mountains. They are called to the nursery in groups several times each year for the purpose of studying the problems of production, stock and distribution service. It is through the efforts of its many efficient District Dealers that the Jewell Nursery has built up its 56 year old trade with thousands of northern tree planters. The "Jewell" prides itself on its unexcelled staff of distribution agents and is adding to its force every year.

The Jewell Nursery Company, Lake City, Minnesota